



Lecture: Modern Project Management in ICT

Prof. Dr. Harald Wehnes



Agenda

✓ Finishing day 1

Presentation of the solutions of Task 1 (< 2 minutes)

2.1 Decision for the Start-up projects / Cost-Benefit-Analysis (CBA)

- Result: Start-up projects are defined

2.2 Project Canvas

- Result: A project canvas of the Start-up project

Task 2: Project Canvas for the Start-up project (ppt)

Presentation of the best (3) start-up ideas

▶ Team 1

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▶ Team 2

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▶ Team 3

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▶ Team 4

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▶ Team 5

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▶ Team 6

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▶ Team 7

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▶ Team 8

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▶ Team 9

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▶ Team 10

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▶ Team 11

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▶ Team 12

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-

2.1 COST-BENEFIT-ANALYSIS (CBA) TO FIND THE BEST IDEA

What is the „best“ idea?

- ▶ Cost-Benefit-Analysis (CBA): A systematic approach to find the “best” alternative

- ▶ Proceeding
 1. Develop the main **criteria** for the “best” solution
 2. **Weight** the criteria (sum = 100)
 3. Create alternative solutions (done)
 4. Match the alternatives (options) with the criteria
→ score the alternatives
 5. Make a commitment in the team for this solution

Cost Benefit Analysis (CBA): Template

Criteria		weight factor	Project 1:		Project 2:		Project 3:	
			scoring points	= weight factor x points	scoring points	= weight factor x points	scoring points	= weight factor x points
C1				0		0		0
C2				0		0		0
C3				0		0		0
C4				0		0		0
C5				0		0		0
		Sum = 100		0		0		0

scoring points from 0 to 10: for 'bad' the points 0-2, for "medium" the points 3-5 and for "good" points 6-8 and the points 9-10 for "very good"

Cost benefit analysis (CBA): Example

Criteria		weight factor	Project 1:		Project 2:		Project 3:	
			scoring points	= weight factor x points	scoring points	= weight factor x points	scoring points	= weight factor x points
C1	size of target group							
C2	benefit for the users							
C3	expected profit							
C4	...							
		Sum = 100						

scoring points from 0 to 10: for 'bad' the points 0-2, for "medium" the points 3-5 , for "good" points 6-8, and the points 9-10 for "very good"

Cost benefit analysis (CBA): Example

Criteria		weight factor	Project 1:		Project 2:		Project 3:	
			scoring points	= weight factor x points	scoring points	= weight factor x points	scoring points	= weight factor x points
C1	size of target group	20						
C2	benefit for the users	40						
C3	expected profit	30						
C4	...	10						
		Sum = 100						

scoring points from 0 to 10: for 'bad' the points 0-2, for "medium" the points 3-5 , for "good" points 6-8, and the points 9-10 for "very good"

Cost benefit analysis (CBA): Example

Criteria		weight factor	Project 1:		Project 2:		Project 3:	
			scoring points	= weight factor x points	scoring points	= weight factor x points	scoring points	= weight factor x points
C1	size of target group	20	5	100	9	180	4	80
C2	benefit for the users	40	6	240	3	120	8	320
C3	expected profit	30	6	180	6	180	8	240
C4	...	10	6	60	6	60	4	40
		Sum = 100		580		540		680

scoring points from 0 to 10: for 'bad' the points 0-2, for "medium" the points 3-5 , for "good" points 6-8, and the points 9-10 for "very good"

Workshop “CBA”

1. Apply CBA (Template: CBA.xls); the criteria are already given
2. Make a commitment in the team for the best alternative

Time: 30 minutes

We continue at 11:30 am

Decision for the team projects: Working titles

- ▶ Team #1: smart home
- ▶ team #2: Traffic advisor for driver
- ▶ group 3: custom printed clothing
- ▶ team 4: Delivery drone service
- ▶ Team #5: Provide a network for people offering pet caring service
- ▶ Team #6 : Smart farm combined with farm tour
- ▶ Team #7 : health tracking app
- ▶ Team 8: Parking Place app
- ▶ Team 9: Remoted service control
- ▶ team #10: Connectivity between doctor and patient web
- ▶ Team #11: Traffic Jam app
- ▶ Team#12: football web

CBA: Results

Please upload your CBA-Matrix today

10.03.2020



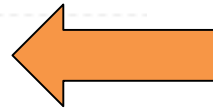
DRAFT - Slides of Day 2



Cost Benefit Analysis (CBA)



Upload: CBA (PM of day 2)



Project Canvas - English



Project Canvas - VN



Upload: Task 2 Project Canvas

Online Lectures: Disadvantages

What are the disadvantages of online lectures?

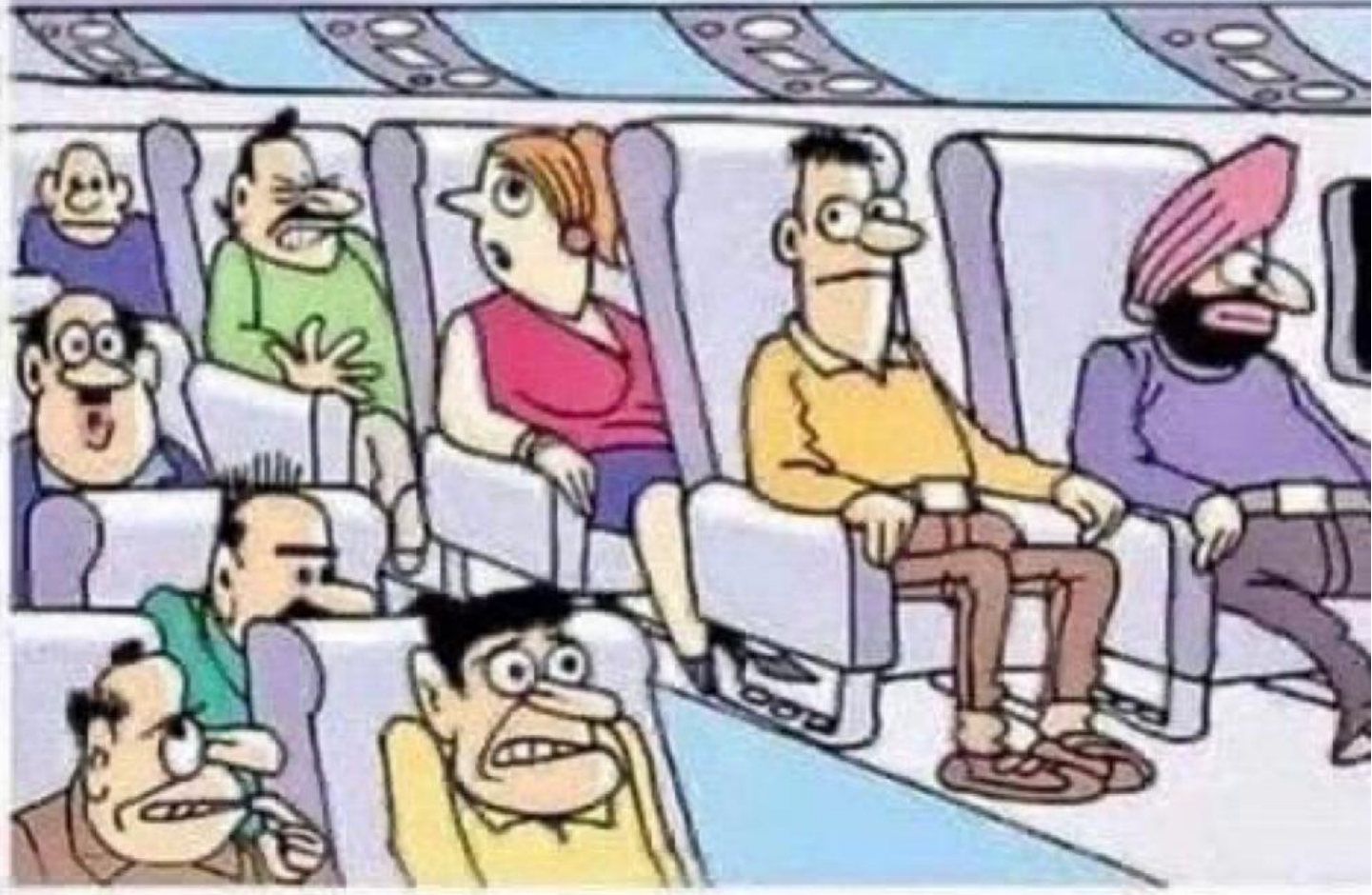


Online Lectures: Advantages

What are the advantages of online lectures?



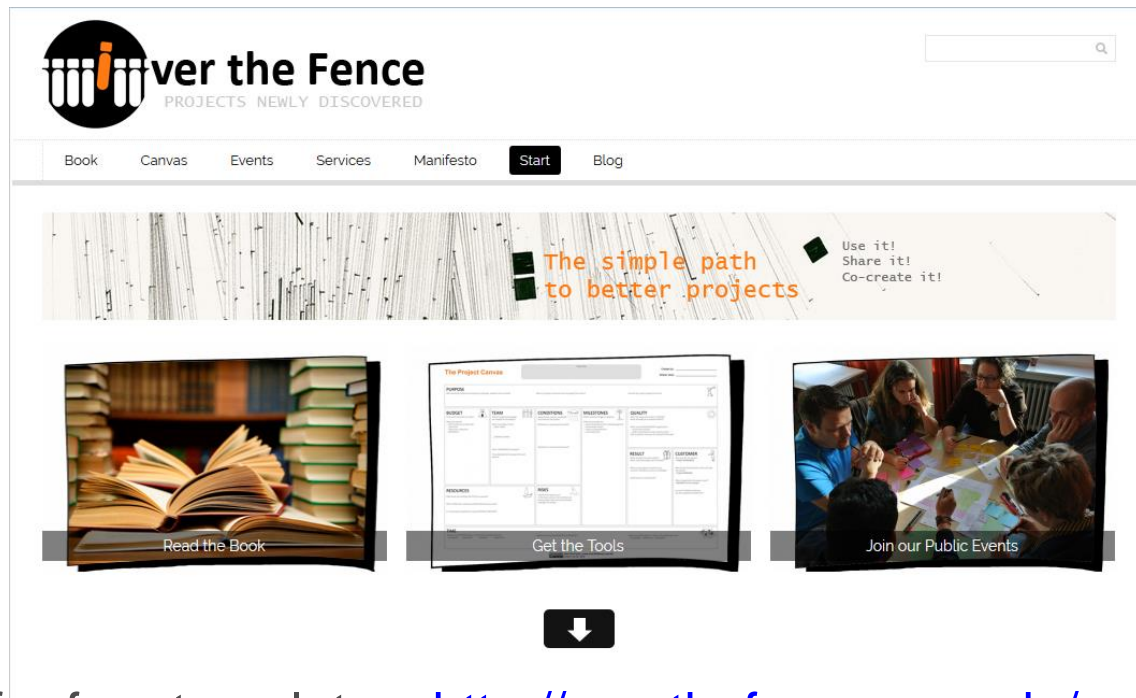
This is your pilot speaking.
I'm working from home today



2.2 PROJECT CANVAS

Project Canvas (PC)

- ▶ PC: “an easy-to-use approach for systematically understanding, designing and starting new projects”
- ▶ PC supports interdisciplinary teams to come to an common understanding of their project
- ▶ Video: <https://www.youtube.com/watch?v=uQ3HizQyXYs>



- ▶ Link for free templates: <http://overthefence.com.de/>

What's a project?



Method: Empirical study

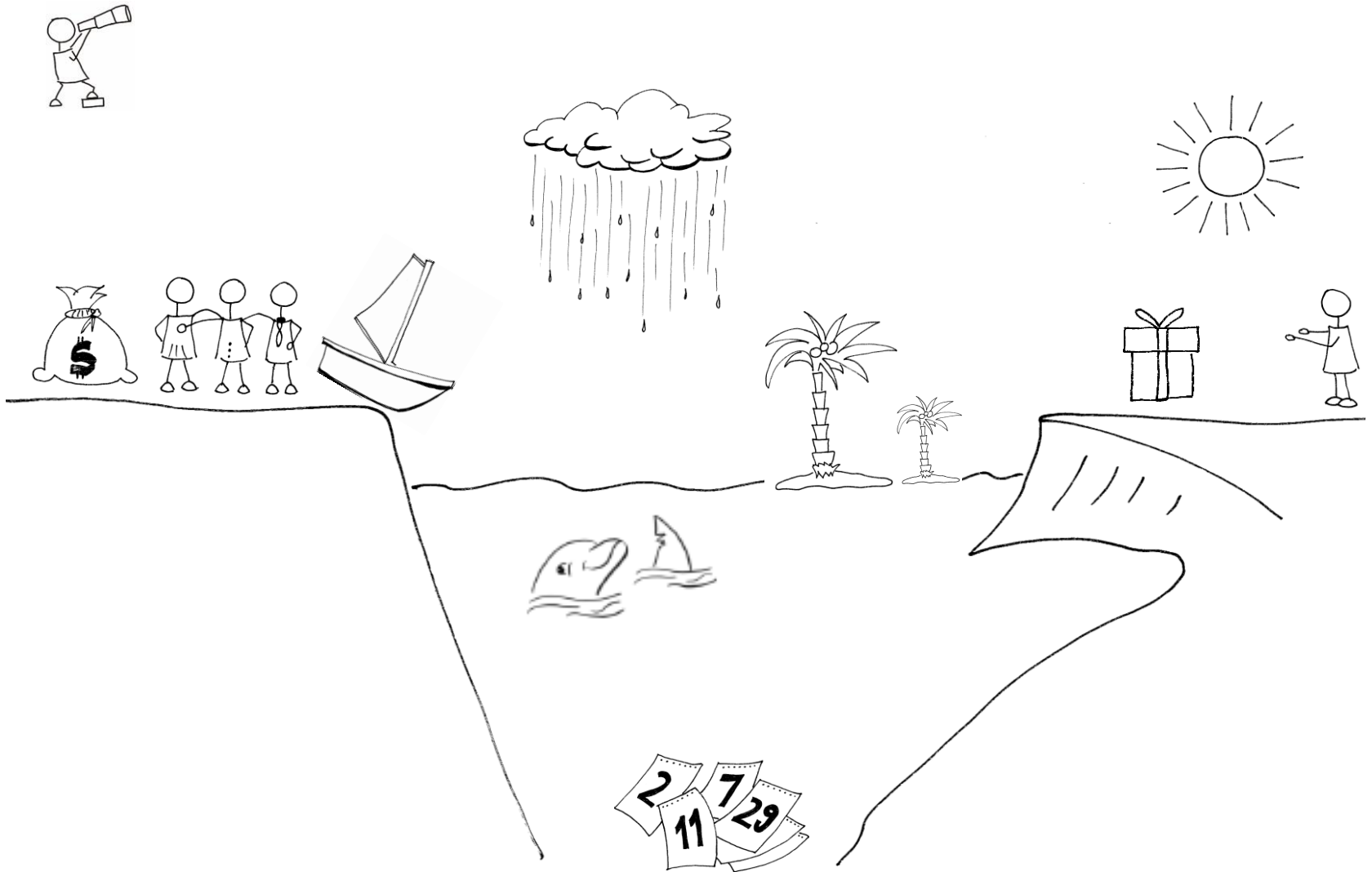
Procedure: Collect stories and metaphors which people associate with a project

Purpose: Identify a widely accepted project metaphor

Target Group: People with and without project experience, across continents and professions

Sample Size: > 2.000 people (ongoing)

The Project Journey into the unknown



The Project Journey

Game Board





The Project Canvas

Project Title: _____


Created by: _____


Where/ when: _____


PURPOSE 


BUDGET 


TEAM 


CONTEXT 


MILESTONES 

QUALITY 

RESOURCES 

RISKS + CHANCES 

RESULT 

CUSTOMER 

TIME 



The Project Canvas – with Questions

THE PROJECT CANVAS

PROJECT TITLE:

CREATED BY: _____

WHERE/WHEN: _____

PURPOSE

What is the intention behind the project? (cause and need)
Why is the project meaningful and important – and for whom?
How will the project change the future – and for whom?



BUDGET

How much money is needed/available?

- ... for the TEAM (Internal/external)
- ... for the RESOURCES



TEAM

Who is/should be on board?

- ... In the core team
- ... In the extended team
- ... as external partners
- ... as project leader/manager



CONDITIONS

Known forces, facts, events, and people, which influence the project.

- ... What/who is supporting the project?
- ... What/who is hindering the project?



MILESTONES

MOMENTS TO CELEBRATE

What are important stages of progress?

- Due dates for...
- ... Intermediate results
- ... crucial decisions
- ... visible/measurable accomplishments



QUALITY

What makes the customer really happy regarding...

- ... the RESULT of the project?
- ... the MILESTONES of reaching the result?
- ... the way of being informed/involved during the project?



RESULT

What exactly is the project supposed to deliver to the customer?

- Is it rather...
- ... a new product/a new service?
- ... new insights/ knowledge?



CUSTOMER

Who is actually the customer?

- People who...
- ... pay for the project (SPONSOR)
- ... start & stop the project (OWNER)
- ... are impacted by the results (RECIPIENTS)
- In case of multiple customers: are there known conflicts?



RESOURCES

Which resources are needed?

- ... project workspace
- ... meeting facilities (on-site/online)
- ... tools (including software) and materials



RISKS + CHANCES

Which uncertain future events might seriously endanger or lift-up the project, in case they will happen?

If it will happen for sure, or if you can influence it, take it as a CONDITION.



TIME

When does the project actually start? What is needed for this? (e.g. preparations, documents, approvals)
When is the project really completed? What is needed for this? (e.g. documents, approvals)
How flexible is the timeline regarding start and end of the project? How flexible are the due dates of the MILESTONES?



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Application of the Project Canvas

▶ Material

- Project Canvas Poster
- Project Canvas – Question Cards
- Post-its and pencils

▶ Roles

- **Sponsor (Owner): tells the story of his project (5 minutes)**
- **Project team member**
 - listen to the sponsor
 - is responsible for one or more fields of the canvas
 - asks open questions in relation to the Question Cards
 - writes down the main results on post-its

▶ Duration: 25 Minutes

▶ Post-its are attached to the **Canvas fields**

▶ Result: a common picture/understanding of the project

Workshop „Project Canvas“

► The project teams develop a project canvas of their projects



1. The OWNER tells the story of the project (see “story card”)
2. From the owner’s story, figure out the true PURPOSE and the CUSTOMER of the project. (What should the project create in order to meet the customer needs)
3. Continue with the remaining building blocks of the canvas

Project Canvas – Magic Conversations



Workshop



Results (2019)

Auto Heat-balanced Shirt

CREATED BY: Group 5
WHERE/WHEN: Hanoi, 5/15/2019

PURPOSE
- The project is important for me, especially for me to be more confident about my future. Heat-balanced shirt is a new product that helps people adjust to the climate changes suddenly. I want to spend our products with the biggest challenge for me is how to find the time for research and body's features.

BUDGET
- How much money is available? - How flexible is the budget?
- How much money is needed for the project?
- How much money is needed for the necessary resources?
- Money is available about \$200,000
- Loan is around \$50,000 with 10% interest
- Money is needed for the TEAM: \$40,000
- necessary RESOURCES: \$40,000

TEAM
- Who should be in the team?
- Who is in the core team?
- Who is in the extended team?
- Who is the project manager?
- Group 5 is the core team
- The extended team: Group 5 & other people in other classes
- Ho An Huy is the project sign

QUALITY
- What makes the customer really happy?
- What is the reason of the success?
- How do the customers use the product?
- Customer will feel convenient when wearing it
- Customers in the project want to be informed through advertisement and brought in.

RESULT
- What exactly is the product?
- Is it most likely to be a new product?
- Is it a new service?
- New knowledge (technology)?
- Start and end the project (calendar)?
- Get the project results (calendar)?
- Finance the project (calendar)?
- When there are several people for the business (calendar)?
- Brand product
- New product

RISKS + CHANCES
- Which uncertain events would occur?
- How do they affect the project?
- Mainly, resource, body's feature
- The price affect the project's, mainly, resource, body's feature
- Risks - Chances
- Too hot or cold weather
- Working time is long
- Fashion trend

TIME
- When does the project actually start?
- When is the project really closed?
- How flexible is the start date of the project?
- How flexible is the end date of the project?

HOME DOCTOR APP

CREATED BY: Group 6
WHERE/WHEN: Hanoi, 5/15/2019

PURPOSE
- What is the cause of the project (idea, motivation, reason)?
- Why is the project important and meaningful?
- How will the project change the future - and for whom?
- No need to go to hospital
- Save time, money & cost
- Help hospital to avoid workload
- More people have access to health care at any moment
- Change customer's behavior
- Improve quality living standard

BUDGET
- Available money \$10,000
- Flexible mortgage \$50,000
- Franchise \$1000
- Funding invest \$2,000
- Loan (hard), \$10,000

TEAM
- Who should be in the team?
- Who is in the core team?
- Who is in the extended team?
- Who is the project manager?
- Loan means cover debt
- Extend -> consulting capital from university
- no opt competitors
- huge market in VN
- Early stage -> low off the shelf software
- Middle -> software frequently updated
- Buyout was X1M
- partner with

QUALITY
- What makes the customer really happy?
- What is the reason of the success?
- How do the customers use the product?
- 5-star rated app
- featured analyzer
- personal doctor
- high patient

RESULT
- What exactly is the product?
- Is it most likely to be a new product?
- Is it a new service?
- New knowledge (technology)?
- Start and end the project (calendar)?
- Get the project results (calendar)?
- Finance the project (calendar)?
- When there are several people for the business (calendar)?
- Custom -> everyone focus on medical device and offer high

RISKS + CHANCES
- Which uncertain events would occur?
- How do they affect the project?
- Inexpensive with hospital
- medical change in our habit
- paper on procedure

TIME
- When does the project actually start?
- When is the project really closed?
- How flexible is the start date of the project?
- How flexible is the end date of the project?

Youtube channel

CREATED BY: Group 7
WHERE/WHEN: Hanoi, 5/15/2019

PURPOSE
- Why is the project important and meaningful?
- How will the project change the future - and for whom?
- People can research and compare the insurance
- Develop social network in Vietnam
- Help save some money when I was abroad
- Any one people can share background critical time to clearly body in the world

BUDGET
- How much money is available?
- How flexible is the budget?
- How much money is needed for the project?
- How much money is needed for the necessary resources?
- 200k of initial
- for necessary resources

TEAM
- Who should be in the team?
- Who is in the core team?
- Who is in the extended team?
- Who is the project manager?
- Core team
- The core team is CHAD & friends in social partner is friend
- partner is friend
- manager is the leader H.A.

QUALITY
- What makes the customer really happy?
- What is the reason of the success?
- How do the customers use the product?
- Customer love all inspiration about self-care
- video will be publish by sites
- Customer need creative account buy to make your own videos

RESULT
- What exactly is the product?
- Is it most likely to be a new product?
- Is it a new service?
- New knowledge (technology)?
- Start and end the project (calendar)?
- Get the project results (calendar)?
- Finance the project (calendar)?
- When there are several people for the business (calendar)?
- Focus new knowledge, experience, advertisement, about some fields as: game online, game show, celebrity, university life, love...

RISKS + CHANCES
- Which uncertain events would occur?
- How do they affect the project?
- Risk - chances
- Risk: to collect on the same account gets account and upload unwatchable video
- Change - if relative go other business that helping get a good chunk of money

TIME
- When does the project actually start?
- When is the project really closed?
- How flexible is the start date of the project?
- How flexible is the end date of the project?

FACE ID FOR SMART DEVICES

CREATED BY: Group 8
WHERE/WHEN: Hanoi, 5/15/2019

PURPOSE
- Why is the project important and meaningful?
- How will the project change the future - and for whom?
- I use my young brother watch video content on youtube, and he's not ok about our device when is virus or wrong
- Many people get virus of children
- too much time waste on social media
- too many low content & wrong not for the reason
- Using smart device with old device can't solve the problem
- make smart devices more helpful and better than both

BUDGET
- Available money \$10,000
- Flexible mortgage \$50,000
- Franchise \$1000
- Funding invest \$2,000
- Loan (hard), \$10,000

TEAM
- Who should be in the team?
- Who is in the core team?
- Who is in the extended team?
- Who is the project manager?
- Mostly part-time workers
- Get the first angel investor
- Get the first angel investor
- Get the technology
- get more investor and decide the way to develop company

QUALITY
- What makes the customer really happy?
- What is the reason of the success?
- How do the customers use the product?
- Suitable price for customer
- High quality, high efficiency
- Service after production
- Inform the manufacture process, clear original
- Have guides for customer
- The app like low cost product

RESULT
- What exactly is the product?
- Is it most likely to be a new product?
- Is it a new service?
- New knowledge (technology)?
- Start and end the project (calendar)?
- Get the project results (calendar)?
- Finance the project (calendar)?
- When there are several people for the business (calendar)?
- Face ID Technology

RISKS + CHANCES
- Which uncertain events would occur?
- How do they affect the project?
- Out of money before
- Public Vietnam support technical press
- More have effective market
- Partner found from internet

TIME
- When does the project actually start?
- When is the project really closed?
- How flexible is the start date of the project?
- How flexible is the end date of the project?

How can we develop a Project Canvas online?

- ▶ Group #1: we use video call on Facebook
- ▶ Team#2: we use messenger for discussing and Microsoft Word for editing
- ▶ Team#3 chatting and calling using Facebook messenger
- ▶ team #4: we use Skype app
- ▶ team #5 will just use the fb messenger group
- ▶ team #6 : Each of us do 2 blocks then we connect them together via facebook messenger
- ▶ Team #7 : we can use video chat on facebook messenger
- ▶ team#8: we use Trello
- ▶ Team 9: we going to use Trello
- ▶ team#10: create a discord server for easier communication
- ▶ Team #11: Chating and calling using Facebook messenger
- ▶ group 12: we use telegram

MS teams?

THE PROJECT CANVAS


PROJECT TITLE: _____

CREATED BY: _____

WHERE/WHEN: _____

PURPOSE


What is the cause of the project? (also: motivation, reason)
 Why is the project important and meaningful – and for whom?
 How will the project change the future – and for whom?



BUDGET

Bla, bla


- ... the TEAM (internal/external)?
- ... the NECESSARY RESOURCES?



TEAM

Who should be on it?
 Who is


- ... in the core team?
- ... in the extended team?
- ... an external partner?
- ... the project manager?



ENVIRONS

Which known forces (events, conditions, people) affect the project


- ... as tailwind?
- ... as headwind?



WAYPOINTS

Which stages of progress would be a good reason to celebrate?
 Are there dates for

- ... partial and interim results?
- ... visible and measurable successes?
- ... steering decisions?




QUALITY

What makes the CUSTOMER really happy with regard to

- ... the RESULT of the project?
- ... the WAYPOINTS along the way within the project?


How do the CUSTOMERS in the project want to be informed and brought in?



RESOURCES

What is needed for

- ... work tools (including software)?
- ... materials?
- ... methods and models?
- ... project work spaces?
- ... meeting spaces (on-site/virtual)?




RISKS + CHANCES

Which uncertain events would (if they occurred)

- ... endanger the project?
- ... stimulate the project?

Events that can be influenced as well as certain events should be regarded as ENVIRONS.




RESULT

What exactly is to be delivered to the CUSTOMER at the end of the project?

Is it most likely to be

- ... a new product?
- ... a new service?
- ... new knowledge (findings)?




CUSTOMER

Who is the actual customer of the project, that is, who are the people that


- ... start & end the project (owners)?
- ... get the project results (recipients)?
- ... finance the project (sponsors)?

When there are several people:
 Are there known conflicts?



TIME

When does the project actually start? What will be required (i.e. preparations, documents)?
 When is the project really closed? What will be required (i.e. documents, approvals)?
 How flexible is the start date of the project? How flexible is the end date of the project?





Over the Fence overthefence.com.de
 (THE PROJECT CANVAS Version 4.0, Apr 2018)

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Homework: Task 2

1. Finish the Project Canvas and make a copy of it.

2. Transform

- **purpose**
- **customer**
- **result**
- **quality**

of your **project canvas** into a pptx-document (max. 4 slides)

Team_n-Task_2.pptx

Upload of the presentation by the **project manager of day 2!**

Deadline: 11th March, 8:00 am

Presentation by the project managers of day 2
tomorrow morning (Duration < 2 min)